

EDITORIALS

The Litterbug War

A statewide appeal to California's motoring public to carry litterbags for all traveling trash has been issued by the Roadside Cleanup Committee of the California State Chamber of Commerce.

At the same time, the Los Angeles Beautiful committee has launched a citywide campaign to encourage public support in ending the huge trash problems which plague our highway systems.

The place to start on any such campaign is right at home, and we would like to urge again that all Torrance area residents set the pace by equipping their autos with litterbags. They can be obtained at many auto dealer showrooms, or at the notions counters of many stores.

In addition to being an unsightly menace, the problem of litter along our public streets and highways is an expensive matter for city, county, and state budgets which must be tapped to clean up the hundreds of tons of material deposited every few days by careless motorists.

Do your part to keep it clean.

More Days Needed

A recent announcement from the Maywood Air Force Depot reported plans for a "one-day, spot-bid sale of surplus government." (Italics ours).

Now if there is anything that is ridiculous, it is any attempt to get rid of any worthwhile amount of our surplus government in a one-day sale. As much surplus government as exists in this part of the world today, the sale should have been extended through the summer.

Opinions of Others

As Congressman James B. Utt recently commented, the jet planes we're sending to Yugoslavia may very well wind up being used against American forces.

We suggest, if the powers that be in Washington insist they must support the "free" world against the threat of communism, certainly nothing would be served by sending military or any other kind of assistance to the Kremlin puppets. — Santa Ana Register.

Just as soon as everybody is covered by social security we will be back just where we started. The only difference is that our money has been taken away from us by the government and only part of it given back. And it is only a short step to that point where everything can be taken by the government and just enough to exist upon is given back. There is a nasty word for this situation — socialism. — Knoxville (Iowa) Express.

FROM THE MAILBOX By Our Readers

The True Reasons

Editor, Torrance Herald:

If incorporation promoters would reveal the true reasons why they want to incorporate Lomita, the whole scheme would fall to the ground. The true reasons have never been disclosed. Instead they rake up a batch of phony arguments, chief of which has been "Torrance is going to gobble us up." On a par with this is the silly declaration about taxation without representation.

This last one surely "takes the rag off the bush." How about Mr. Vincent Thomas, our Assemblyman? Mr. Richards our State Senator? Mr. King our Congressman? Mr. Kuechel our U. S. Senator; and finally, how about Mr. Burton Chase our Supervisor? We elected all of these men to represent us in the government, and they are doing so. Incorporation promoters are not ignorant of this, but they hope we are and that we will fall into their trap.

They also want us to believe that annexation is done with a club. Torrance can't gobble us up unless we want to be gobbled. It's up to us, not Torrance. If there are 50 people in Lomita that want annexation we have not been able to find them and we have been looking for one solid year. Promoters know all this, but they hope we don't. Even Torrance officials admit they can't annex Lomita.

Promoters like to howl "We can't stay as we are." Why not? How about Belvedere and East Los Angeles, towns 10 times the size of Lomita; how about Altadena, Temple City, Rosemead, Palmdale and others? They stay unincorporated. Why? Because the people say so, and as long as they do they are safe.

Let the promoters give us one sound reason why Lomita can't stay unincorporated. Also let them give us one sound reason why we should incorporate. They have not done either one as yet. Every argument they have put forth is a phony to cover up the real reasons which they dare not reveal.

LE. E. ROSS, Chairman Committee Opposing Incorporation. Lomita Civic League Lomita.

Area Benefit Editor, Torrance Herald: Please accept my personal thanks for the wonderful publicity given by the Torrance HERALD to our recently concluded general gifts campaign to raise funds for the Little Company of Mary Hospital soon to be established in this area.

Without the splendid cooperation of your newspaper, and the wonderful work done by the many women who raised these funds, we would never have reached our goal.

It is most gratifying to know that the entire area will benefit by the efforts of everyone who helped in any way.

ELAINE L. TWEEDY Co-chairman Torrance.

Citizens Thanked Editor, Torrance Herald: Through your paper, the Senior Class of Torrance High School wishes to thank the citizens of Torrance who gave so generously, in order to put on an All-Night Party for our class after graduation.

Everyone looks forward to this event and we want to take this time to thank all those who made this wonderful party possible.

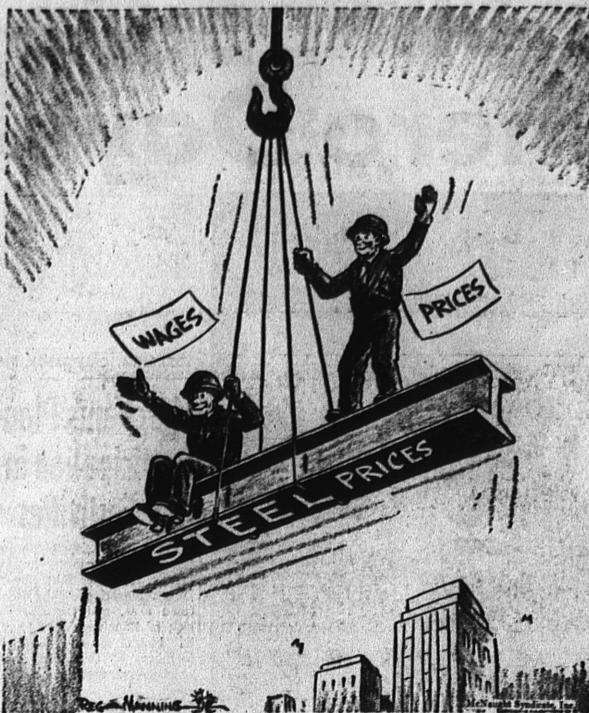
PEGGY SPROUT, Senior Class President

My Neighbors



"It's so peaceful and quiet here in the country!"

Riding Up With It



YOUR PROBLEMS by Ann Landers

Insulation for Dingbats

Dear Ann: You will probably think this letter is too fantastic to be true, but every work of it is the gospel.

My husband and I were friendly with another couple for years. We took trips together and were practically inseparable. About two years ago, the woman told me (after a few highballs) that she was in love with my husband, and would get him away from me some day.

This woman has since divorced her husband and we are no longer friends. My husband and I are still happily married but she's doing everything she can to make good her promise of two years ago. She's been writing letters to me saying my husband has been meeting her on the sly. She calls him on the telephone and rings off when I answer. She bothers him at his place of business and has had him called out of sales meetings. I've seen her driving around our neighborhood in her car. My husband says to pay no attention to her because she has a loose connection. What do you make of all this? — MYRNA.

I don't make ANYTHING of it, and she won't be able to either so long as you play it smart. Redouble your faith in your husband and let him know that you trust him. Return her letters unopened and make no mention of them to anyone. Keep her name out of your conversations.

It's apparent that this woman is out to lurch and your husband recognizes it. There is very little you can do about HER, but you can do much to insulate your marriage against this dingbat. Reassure your husband of your love and faith and confidence, and all will be well.

Dear Ann: We are two young women who married brothers. We each have two

children. Our sister-in-law is going to have her first baby. She is a sister to both of our husbands.

Grandma and grandpa (our in-laws) can't decide whether they should buy the new baby a crib, a buggy, or a high chair. It burns us up when we look back at the \$1.98 rattles we got when our babies were born. Don't we have a right to feel a little hurt?

We know it's supposed to be the thought that counts and not the price of the gift, but we think this is pretty shabby treatment. Are we justified in complaining or not? — LEFT OUT.

To whom would you like to complain . . . your Congressman? Surely you don't intend to mention this to your husbands and drag them into a penny ante family fight. You can't possibly complain to your in-laws because a gift is whatever people want to give. There's no point in complaining to your sister-in-law. So your best bet is to forget about it, girls, and be thankful you don't have problems more serious than this.

Dear Ann: I am a girl 13 years old and have a serious problem. A certain boy I have known for a long time comes over almost every night. It is real smart about getting on the good side of

my folks. He's made my mother think he's the most wonderful thing that ever drew a breath. He gives her compliments on her hair and her cookies and to make matters worse he plays the piano.

He was over last night until midnight and I was dying to go to sleep. This morning he was in the house before I got out of bed. I would give anything to get rid of this creep but he's in so solid with my folks it's impossible. Will you please tell my mother that 13 years old is too young to have a boy over night and day — especially when she can't stand him? — E.A.

This is a switch. It's the first time I've ever been asked to tell a mother to keep a boy OUT of the house. Your mother makes a mistake when she pushes her choice on you. If she continues to do this she may find you rejecting some very worthwhile young men merely because she likes him.

If you think this boy is a creep tell him not to come over unless he phones first. You can then fill your calendar with people and things YOU want to do. And as for your last statement — 13 is too young to have a boy over to the house night and day, whether you can stand him or not.

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REYNOLDS KNIGHT

Steel Price Boost May Not Reach Some Users Until 1959

Steel price boosts will spur increases on a host of products. The inflationary danger signs are seen in the intent of some steel users to raise the prices of their consumer products even greater, proportionately, than the \$5-a-ton steel hike.

Take a pump maker, for instance. His entire line will go up five to seven per cent. "But that's only the beginning," he says. "Pretty soon, all our suppliers will begin raising their prices to reflect the steel price increase."

This manufacturer has a pump that now retails for \$700. "It will go up to \$735 or \$742," he explains. "But we always round off such figures in our favor, so it will probably end up at \$750."

How soon should price changes of raw materials show up on the retail counter? When steel goes up, the fabricators of steel materials for automobiles pass the costs along to the auto makers. Among their customers may be a doctor, but he doesn't feel the change until he buys a new car, perhaps a year or two later. By that time, noting higher prices of other things he needs — instruments, office furniture, etc., as well as the ever-necessary car — he raises his fees.

Doctor bills are a component of the cost-of-living figures issued by the government, so those statistics may then reflect a change which started on its course a year or two before.

AUTHORS BY THE THOUSANDS — The Age of Communications is stimulating.

rather than depressing, youngsters' literary curiosity, according to the man who supervises the nation's biggest literary competition for high schoolers.

Kenneth M. Gould, editor-in-chief of the Scholastic Magazines which conduct the annual Scholastic writing is on the upturn. More than 100,000 high school students from every state, Hawaii and Canada this year, entered short stories, poetry, articles or dramas in the contest sponsored by the Sheaffer Pen company. Largest previous number was 65,000 last year.

Almost every day, the veteran editor explains, the average youngster gets some food for thought from television, magazines, newspapers, or radio. And often first acquaintance with the classics is made through those media. When the writing awards were started 32 years ago most young Americans got first exposure to great literature in school or from the family bookshelf. But also available now are visual and vocal presentations of the classics. Like the printed versions, they can stimulate talented youngsters to try their hands at emulating the masters.

THINGS TO COME — A new sultan loion comes in two strengths — fast, for a short stay at the beach resort, or slow for more leisurely sun chasing. . . . Now you can buy a foam rubber mattress with a tag bearing colored X's in various combinations to indicate whether it's soft, medium, or firm compression. . . . Don't turn

in the old car just because you're too lazy to empty the ash trays. A new ash tray, vacuum-powered, snatches cigarettes through a tube into a glass container under the hood, where every spark is extinguished. The container need be emptied only four times a year.

COSTLY HANDS — Hands are the most costly factor in distribution today. "But packaging — smart, creative, intelligent packaging — can mean fewer hands, lower costs for the consumer, and higher profits for the retailer and manufacturer," according to Gustav L. Nordstrom, executive director of the Folding Paper Box Assn. . . . What automation has done to raise the level and quality of production, say Nordstrom, "packaging must do in retailing if we are to have an ever-increasing flow of better goods at reasonable prices."

Much can be learned from supermarkets about the art of reducing costly handling through improved packaging, he points out. In the past decade, supers have enjoyed a sales increase of 322 per cent, "due primarily to the winning combination of self-service and packaging."

"By 1965, there will be three times as many self-service stores, which means that the majority of ALL consumer goods will be sold via self-selection," Nordstrom predicts. This shift in retailing will open the door to a vast market in new packaged goods — "but it must be the right kind of package that sells more goods and uses fewer hands."

WHY WE HAVE SMOG

1. AIR MASS FROM PACIFIC IS HEATED IN DESCENT TOWARD LOS ANGELES BASIN
2. CREATES UPSIDE-DOWN CLIMATE.. WARM AIR ABOVE AND OCEAN-COOLED AIR BELOW
3. THIS IS THE TEMPERATURE INVERSION LAYER THAT HOLDS SMOG IN OUR BASIN
4. AND WINDS ARE TOO WEAK TO MOVE SMOG OUT OF BASIN



Industrial Smog Effects Studied by APCD Officials

What effect Torrance's industries have on the smog problems of the rest of sprawling Los Angeles County is one of the projects now under study by the Air Pollution Control District.

Under a \$65,000 per year study new under way, the APCD is studying the effects of smog-producing materials from industries in various parts of the county upon the total smog picture.

Torrance's smog, they figure, blows over toward the San Gabriel Valley.

More Smog Although most local industries were among the first to install anti-air pollution devices, experts figure that a 90 per cent effective control device is a good one. That means that with the increasing number of industries in the county, it is still possible for all of them to emit more smoggy particles than all industries did a few years ago.

The APCD people now are working to prevent the county's tremendous growth—equal to addition of a city the size of Pittsburgh, Pa., every four years—from adding to the already tough smog problem.

Experts now are trying to design a planning and zoning program which will permit location of new industries and other potential air pollution sources in areas where they will least contribute to the smog problem. At the same time, they are seeking to avoid placing in the same area too

many industries which produce the same kind of smog-making particles.

Top Priority Air Pollution Control Officer Smith Griswold said that development of these plans is a "top priority project of the district and one for which nearly \$200,000 has been appropriated for the next 12 months."

The project, which involves a detailed analysis of wind movements and contaminant concentrations in all areas of the county, is aimed to locate new industries where contaminants can be dispersed quickly before they accumulate in doses strong enough to cause air pollution.

Scientists and technicians on the district staff review proposed industrial zone changes within the city and county of Los Angeles. Air Pollution possibilities are considered along with other considerations influencing zoning.

Wind Studied The district is studying wind movements and concentrations of smog-making particles at 16 air monitoring facilities, including one in downtown Torrance, and 72 individual weather stations.

The data collected is expected to give a picture of the paths of air moving across the county. Coupled with further analysis, this information indicates the degree to which a pollution source in a given area affects other parts of the county.

Smog centers of the county generally are in downtown Los Angeles, the Pasadena foothills, and Vernon. Heavily industrialized Vernon is one of the worst locations for heavy industry by air pollution standards, according to APCD officials. It is located in a pocket of air stagnation.

No Alerts Here The South Bay area, which gets little smog, largely because of the generally prevailing southwest wind, has never had a smog alert. Its industries may add to the over-all problem, however, according to the APCD.

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